

Design and implementation of an Online Sales Website for Phu Luong - Thai Nguyen Telecommunications Center

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Abstract: In the context of increasingly digitalization, establishing an online sales website has become an indispensable requirement for telecommunications enterprises. This project aims to design and implement a dedicated e-commerce web system for the Phu Luong - Thai Nguyen Telecommunications Center, serving to diversify business channels and enhance the unit's sales efficiency. The research methodology combines theory with experimentation to ensure feasibility and effectiveness in application deployment. The main contribution of the project is to provide a technical solution to optimize management, marketing, and customer service processes through an e-commerce platform.

Keywords: Online sales website, Telecommunications, Business management